ConsumerConnection

FordDirect.com

Frequently Asked ConsumerConnection Questions

Contents

FREQUENTLY ASKED QUESTIONS

ENROLLMENT

Q. Who do I call if I have questions?

A. If you have any questions about enrolling in ConsumerConnection, please call your FordDirect Digital Performance Manager (866-550-7812, option 1). If you are an activated Dealer using ConsumerConnection, please call your product specialist at Program Headquarters (PHQ) at 866-777-0389.

Q. Who is my FordDirect Digital Performance Manager?

A. You can locate your FordDirect Digital Performance Manager by going to the following website FordDirect.com, clicking on '**Dealer Center'**, '**Contact**' and then select your region.

Q. I'd like to maximize ConsumerConnection with a proven loyalty platform. What else can I do?

A. Ford Motor Company offers Owner Advantage Rewards (OAR) at no charge to your dealership. For more information, please call 800-755-0347.

PROGRAM SUPPORT

Q. Who do I call to modify my enrollment options?

A. Please call your product specialist at Program Headquarters (PHQ) at 866-777-0389 for enrollment options, questions, or support.

Q. Who do I call to answer questions about ConsumerConnection billing?

A. Please call your FordDirect Digital Performance Manager at 866-550-7812, option 1, for your billing questions.

Q. Who do I call with questions or help executing program communications?

A. Please call your product specialist at Program Headquarters (PHQ) at 866-777-0389 for questions or help executing your desired program communications.

Q. What is the turn-around time for Program Headquarters (PHQ) to assist Dealers in generating an email or custom direct mail piece?

A. Your dedicated product specialist at Program Headquarters (PHQ) is available from 8:00 a.m. - 9:00 p.m. ET Monday – Friday to assist you with email and custom direct mail development. Your product specialist can help you complete the process immediately over the phone. Custom email communications can be sent the same day, and custom direct mail takes approximately 1-2 weeks to execute and deploy. Final creative needs to be developed and approved before communications can be sent. Silver and Gold Dealers can also elect to send additional emails by logging into the Dealer Portal and using the email creator tool. The link to the Dealer Portal is www.consumerconnection.dealerconnection.com. In order to login to the Dealer Portal, you will need to be set up with the CCDealerAdmin or CCCampaignAuthor role. See your Security Provisioning Services (SPS) admin for help.

PRODUCT COMMUNICATIONS

Q. How do I create an email, direct mail piece or eNewsletter?

A. 'How-To' guides are provided to each Dealer in their onboarding folders. They are also available online in the ConsumerConnection Dealer Portal under the '**Resources**' tab with detailed instructions on how to create each of these custom communications. Please note that eNewsletters are only available to Gold Dealers.

Q. How many sales and service campaigns will there be available for use?

A. ConsumerConnection includes a comprehensive lifecycle communication cadence with over 20 lifecycle communications. You can modify which communications are sent by contacting your product specialist at Program Headquarters (PHQ) at 866-777-0389. If your dealership participates in Owner Advantage Rewards, these communications ***may*** also include Owner Advantage Rewards messaging.

Q. How often are communications sent?

A. Cadence communications are sent daily. Emails that are built using the email creator tool on the Dealer Portal are sent the same day they are created. Custom direct mail orders should be submitted at least 1-2 weeks in advance of the desired distribution date.

Q. How do I modify the program communications for my dealership?

A. Please call your product specialist at Program Headquarters (PHQ) at 866-777-0389 to modify your communication and channel settings.

Q. How can I view what communications I am signed up for?

A. After a Dealer has been activated on the program, all selected communications can be viewed in the '**Communications**' tab located within the '**Profile**' section of the Dealer Portal, www.consumerconnection.dealerconnection.com.

Q. Is there flexibility to modify the communication channels for each communication type?

A. To adjust your communication channels for each communication type, please call your product specialist at Program Headquarters (PHQ) at 866-777-0389. They will ensure your requested changes meet the program requirements.

Q. Will I be able to change my communication selections on the ConsumerConnection Dealer Portal?

A. Communication selections are read-only on the Dealer Portal. Any desired changes should be provided to your product specialist at Program Headquarters (PHQ) at 866-777-0389. Your product specialist will ensure that the changes still meet program requirements and can make the updates on your behalf.

Q. What if I want to opt-out of sending certain communications?

A. You may elect to not send certain communications. Please contact your product specialist at Program Headquarters (PHQ) at 866-777-0389 to modify your communication selections on the Dealer Portal.

Q. What are the essential communications?

A. Essential communications are proven to drive sales and service traffic and revenue and are required to participate in ConsumerConnection. They are: service reminders for loyal customers, service reminders for lost customers, Ford Credit in-equity communications, private offer re-enforcements, declined service communications, PMA and OAR quarterly statements (email only) are also essential for OAR Dealers.

Q. What makes certain parts of the ConsumerConnection program essential, whereas other communications are optional?

A. To optimize results, Ford Motor Company has determined specific communications and channels to be essential for the program. The program offers many additional communications to assist in driving traffic to your showroom and/ or service department. The recommended cadence and communication summary can be found in the 'Resources' section of the Dealer Portal, www.consumerconnection.dealerconnection.com for reference.

Q. What Owner Advantage Rewards (OAR) stand-alone communications are recommended to ensure member engagement and are offered at no charge?

A. The email communications listed below are offered at no cost to you. If you haven't already opted in to send these no cost email communications, please contact your product specialist at Program Headquarters (PHQ) at 866-777-0389. Please note that the only essential OAR stand-alone communication is the quarterly statement. You can choose to send this via e-mail or direct mail.

Stand-alone OAR communications include:

- Quarterly Statement
- Service Activation
- Redemption
- Retention
- Special Offers (includes Ford-funded sales and service campaigns)
- Expiring Balance

Q. How will national sales and service events be supported?

A. National sales and service events are integrated into the package communications. You may also elect to send additional emails or custom direct mail promoting the events.

Q. Can I communicate to customers who decline other services outside of brakes, tires, and batteries?

A. Additional declined service communications are available provided the declined services are properly coded in the data. A la carte custom communications can be activated for these communications. Please contact your product specialist at Program Headquarters (PHQ) at 866-777-0389 to activate additional declined service communications.

Q. What happens if I have someone that purchases a vehicle from outside my PMA?

A. Customers who purchased their vehicle outside of the dealership's PMA and have no paid service history at any dealership in 12 months are eligible for the PMA monthly communications. These communications are subsidized by Ford.

Q. Can I communicate to customers who order special parts?

A. Yes, you can use custom direct mail and/ or email to communicate to these customers. Please contact your product specialist at Program Headquarters (PHQ) at 866-777-0389 for assistance in targeting these customers.

Q. Can I communicate to my diesel customers with diesel specific offers?

A. Yes, you can use custom direct mail and/ or email to communicate to these customers. Please contact your product specialist at Program Headquarters (PHQ) at 866-777-0389 for assistance in targeting these customers.

Q. Does the Lincoln creative follow ad covenant guidelines?

A. Yes, all sales and service communications meet Lincoln brand guidelines. All sales-related direct mail communications have been reviewed and approved by Ansira.

Q. Does the Ford creative follow advertising co-op guidelines?

A. Yes, all sales and service communications meet Ford brand guidelines. All sales-related direct mail communications have been reviewed and approved by Ansira.

Q. During proof approval, how do I get a logo or photo loaded?

A. Documents for logos and custom professional photos were provided to each Dealer in their onboarding folders. They are also available on the Dealer Portal in the '**Resources**' section where file requirements and instructions are detailed.

Q. How does the coupon logic work? What coupons are available and can I change them?

A. Coupons are selected during onboarding and can be adjusted at any time by contacting your product specialist at Program Headquarters (PHQ) at 866-777-0389. The coupon library is available on the Dealer Portal in the '**Resources**' section. Not all coupons are available for each communication. Specific availability should be discussed with your Program Headquarters Representative. The coupon logic is very sophisticated and some coupons are driven off vehicle mileage intervals. Mileage is estimated based on individual driving habits derived from prior RO details. For Owner Advantage Rewards Dealers, you can select coupons that promote Owner Advantage Regards member benefits without direct discounts. These promotional messages are available in the coupon library.

Q. How do I remove a customer from receiving communications? Will that information be updated in my DMS?

A. You can provide third party/ customer opt-outs to your product specialist at Program Headquarters (PHQ) at 866-777-0389. PHQ will suppress those customers from all ConsumerConnection communications (by desired channel or all channels as requested). PHQ cannot update your DMS.

Q. Who has authority to approve custom direct mail?

A. If you elect to send custom direct mail, an authorized representative of the dealership (e.g. General Manager, Dealer Principal) must approve the order. Upon completing the order for custom direct mail, an acceptance of authorization is needed to complete the process.

Q. Why can't I customize more of the direct mail and email templates?

A. ConsumerConnection is a best in class industry program that allows Dealers to deploy custom email and direct mail communications. And, Dealers who enroll in ConsumerConnection Gold can further personalize direct mail templates and write their own article in the monthly eNewsletter. There is a tremendous amount of customization available. Templates are designed to meet brand standards, be co-op eligible, and provide consistent messaging to generate the best results. We will continue to work to provide even more customization and flexibility while still maintaining best practices for all of our Dealers.

Q. Why is PHQ asking me to select offers on mail pieces without counts or creative available?

A. When Dealers opt-in for communications, they are required to supply their desired coupon choices. Overall database counts are available, but the mail counts change based on individual customer service needs and mileage intervals. Some campaigns (monthly/ quarterly) require coupon selections prior to list generation in order to process the files and build the creative to be in market as quickly as possible. For your convenience, default offers are available for most of these campaigns if you do not select your own offers.

Q. On previous programs, I was able to access and modify my cadence direct mail and email offers online. Why is this option not available on ConsumerConnection?

A. ConsumerConnection currently provides a turn-key solution to coupon selections and best practices. Many of our communications offer smart programming logic that allows for selected coupons to be provided at the time the customer needs it. This logic can be reviewed with the Dealer to allow for more targeted coupon selections.

ENEWSLETTERS

Q. Are the eNewsletters customized for my dealership?

A. If you are enrolled in the ConsumerConnection Gold package, eNewsletters are available. They are customized for your dealership and allow you flexibility to include a variety of stories, including events happening in your area and any other specific content you'd like to include. eNewsletters can easily be built each month using the eNewsletter creator tool on the Dealer Portal. Or, please contact your product specialist at Program Headquarters (PHQ) at 866-777-0389 for help or to provide specific content.

Q. Does the eNewsletter contain lifestyle content?

A. Yes, each month new content choices are provided that include lifestyle content such as local events, great weekend trips, charitable activities, recipes, etc. You may also elect to write your own content.

Q. How often are eNewsletters sent?

A. eNewsletters are sent monthly for Dealers enrolled in the ConsumerConnection Gold package. Timing can be adjusted by contacting your product specialist at Program Headquarters (PHQ) at 866-777-0389.

Q. Can I add myself as a seed to the eNewsletter?

A. Not currently. Dealers are encouraged to send themselves a test email prior to submitting the campaign.

TEXT/ IVR/ LIVE CALL CHANNELS

Q. How are text messaging and IVR (pre-recorded call) opt-ins maintained and used?

A. Text messages, IVRs (pre-recorded calls), or live calls to mobile numbers placed using an auto-dialer are sent only after an explicit written opt-in is obtained from the customer, as required by the new Telephone Consumer Protection Act (TCPA) legislation, which went into effect in October 2013. This opt-in is collected via a website where the customer provides consent for the Dealer to contact them at a specific number regarding a specific vehicle (based on VIN). These opt-ins will be used only for ConsumerConnection.

Q. How do you receive a customer opt-in for text messages?

A. Gold Dealer customers with a valid email address will receive a monthly dedicated opt-in email with the primary purpose of soliciting customer opt-ins. Select Silver package Dealer cadence communications will contain a link that will drive customers to the opt-in website. Once a customer provides a prior, express written opt-in to receive text messages at a specific number via a website, the customer will then receive an introductory text message and must reply to continue to receive text messages (double opt-in). Customers can opt-out of receiving text messages by updating their preference via the website, or by replying STOP to any text message sent as part of ConsumerConnection.

Q. What cadence communications contain the opt-in tile/ link?

A. The following service communications will contain a tile/ link that will direct the customer to the dedicated opt-in site:

- Intro to Service
- Service Appointment Reminder
- Service Reminder/ Loyal
- Service Reminder/ 1st Year
- Service Reminder/ Out of Warrenty
- Service Reminder/ Lost
- Declined Service
- Past Due Maintenance
- 1st Past Due
- After Service Thank You
- Accessories Post-Purchase
- Accessories Off-Lease
- State Inspection

Q. Will I have to manage reply text messages from customers?

A. No. Text message communications include your dealership phone number to call. Customers can only reply via text to opt-out of text messages. Text message replies are sent to Program Headquarters to be processed for future communications.

Q. Who records the IVRs (Interactive Voice Recordings)?

A. It is recommended that someone from your dealership record the messages. Alternatively, your product specialist at Program Headquarters (PHQ) can record the calls for you. PHQ can be reached at 866-777-0389.

Q. How do I modify my IVRs / pre-recorded calls?

A. Please contact your product specialist at Program Headquarters (PHQ) at 866-777-0389 to change your recorded messages.

Q. What if I want to turn off any recorded calls?

A. Please call your product specialist at Program Headquarters (PHQ) at 866-777-0389 to update your settings.

Q. If I am signed up for live calls, can PHQ push appointment reports or customer opportunity reports into my CRM?

A. If appointments are generated on the Dealer's behalf via our call center, a customer opportunity is emailed to the dealership. The dealership personnel would then need to enter the appointment into their own CRM. We do not have direct access into individual Dealer DMS systems.

Q. How do I record customized interactive voice recording (IVR) messages?

A. Recording instructions and default scripts can be found in the '**Resources**' section of the Dealer Portal. To begin, please contact your product specialist at Program Headquarters (PHQ) at 866-777-0389 to obtain your five digit dealer ID and call instructions.

EMAIL APPEND PROCESS

Q. How do you obtain additional emails through the email append process?

A. The email append process will be completed weekly and the emails will be available via the Dealer Portal. On average, email appends contribute 10% additional emails. You'll have the ability to download the emails in excel, csv, or pdf.

Q. How often are email appends conducted?

A. Email appends are processed weekly and are displayed in the Dealer Portal in the email append summary report.

Q. Will I be able to add email appends back in my CRM and/or DMS?

A. You can view the appended emails in the email append report, which can be found in the '**Reports**' section of the Dealer Portal. From this report, you can download the emails for you to add to your CRM/ DMS.

OWNER ADVANTAGE REWARDS INTEGRATION

Q. Is Owner Advantage Rewards (OAR) member information included in communications?

A. Yes, if you participate in Owner Advantage Rewards, your members' information is included in integrated and stand-alone communications.

Q. Does ConsumerConnection include my Owner Advantage Rewards (OAR) marketing?

A. In addition to sales and service communications, the below email communications are also available at no additional charge. If you haven't already opted in to receive these no cost email communications, please contact your product specialist at Program Headquarters (PHQ) at 866-777-0389.

Stand-alone OAR communications include:

- Service Activation
- Redemption
- Retention
- Special Offers (includes Ford-funded sales and service campaigns)
- Expiring Balance

Q. How many communications integrate Owner Advantage Rewards (OAR) for Dealers?

A. In addition to the stand-alone OAR communications, the ConsumerConnection communications listed below include OAR integration in either direct mail and/ or email channels across Ford, Lincoln and Quick Lane brands.

- Service Cadence w/ OAR Integration
    - Purchase Thank You
    - Intro to Service
    - Service Reminder Loyal
    - Service Reminder 1st Year
    - Service Reminder OOW
    - Declined Services
    - Past Due Maintenance
    - After Service Thank You
    - Service Reminder Lost
    - Defector – Special Rebate Offer (Repair)
    - Anniversary
    - State Inspection

- Sales Communications w/ OAR Integration
    - Private Offer – Sales
    - In-Market

Q. What are the charges for OAR stand-alone communications?

A. All OAR stand-alone email communications are offered at no charge to your dealership. Opt-in is required to receive these free emails. Direct mail is available and typically provides excellent ROI. For more details, or to make your selections, please contact your product specialist at Program Headquarters (PHQ) at 866-777-0389.

Q. Does ConsumerConnection integrate Mobile Member Card messaging into email and/ or direct mail?

A. Yes, various integrated and stand-alone OAR communications direct members to download their mobile member card to their iPhone passbook (or Android device). Members can then view and carry your dealership information (name, address and phone number), as well as their member balances and more! A link to online appointment is being developed.

OTHER FORD PROGRAM INTEGRATIONS (FMC360, SMARTT, Quick Lane, Ford and Lincoln Protect)

Q. Will Dealer emails be able to be used for FMC360 Dealer Satisfaction Studies?

A. Yes, emails you provide in ConsumerConnection will also be used for FMC360 Dealer Satisfaction Studies. Emails appended through ConsumerConnection as part of the email append process will not be used by Ford, including FMC360 Dealer Satisfaction Studies.

Q. How does ConsumerConnection integrate with SMARTT?

A. If you are enrolled in both ConsumerConnection and SMARTT, service appointment reminders will be sent via email and/ or text from SMARTT. Appointment reminders will not be delivered through ConsumerConnection to avoid duplicate communication.

Q. Does this product include my Quick Lane marketing?

A. Yes, ConsumerConnection offers specific Quick Lane messaging to help you target and prospect customers to your Quick Lane. Quick Lane marketing via direct mail and live call is eligible for 50% Quick Lane co-op. Owner Advantage Rewards member information is included in integrated Quick Lane communications (if participating).

Q. How do the Ford and Lincoln Protect Extended Service Plan communications work?

A. Ford and Lincoln Protect Extended Service Plan communications will only be sent for Dealers communicating Ford and Lincoln Protect. If a dealership wishes to promote a non-Ford/ Lincoln Protect Extended Service Plan program, it can do so using a custom direct mail and/ or email campaign. ConsumerConnection marketing focuses on communications supporting the Ford and Lincoln Protect Extended Service Plan programs.

3RD PARTY PROGRAM INTEGRATION

Q. I have other 3rd party CRM tools; am I duplicating communications?

A. Some CRM tools offer the ability to contact customers who are due for service, or who are coming off-lease, in addition to managing lead follow-up communications. Many Dealers that we talked to are using CRM tools to manage and follow-up with leads and showroom prospects versus as a marketing platform to communicate with customers via direct mail, email, phone or text for lifecycle communications. ConsumerConnection is designed to communicate with customers through multiple channels to improve loyalty and retention for sales and service. Our goal is to improve efficiencies and ensure we eliminate duplication and reduce costs for Dealers while improving sales and service loyalty. ConsumerConnection is the only solution that combines data from Ford, FordDirect and the Dealer, which increases the marketable audience by 30%.

Q. What if I use another third party to send communications to customers?

A. ConsumerConnection is a comprehensive sales and service lifecycle marketing tool that allows you to customize your messages to consumers. You can create custom direct mail and/ or email for essentially any type of customer communication using the enriched data from your DMS and Ford's Customer Knowledge System (CKS). ConsumerConnection should eliminate the need to utilize additional third parties for other communications. If you have a specific idea or un-met need, please contact your FordDirect Digital Performance Manager at 866-550-7812, option 1, to provide program feedback, or discuss with your product specialist at Product Headquarters (PHQ) at 866-777-0389.

Q. Must I provide customer opt-outs from other third party programs to ensure customers are not contacted through ConsumerConnection?

A. Yes. All of your customer permissions must be accurate in your DMS. If additional third party opt-outs exist outside of the DMS, we will work with you to include those in ConsumerConnection. Please contact your product specialist at Program Headquarters (PHQ) at 866-777-0379 to discuss your needs. They will assist you in obtaining the list and applying it to your ConsumerConnection communications.

ONBOARDING / SET-UP

Q. How long will the onboarding process take?

A. Activating a dealership on ConsumerConnection is dependent on 2 key steps: 1. Signing a Dealer Participation Agreement (DPA) and completing the DMS data capture process to enable DMS data extraction, and 2. Completing an onboarding session with your ConsumerConnection Product Specialist to configure marketing communications and approving creative. The onboarding session takes approximately 1-4 hours and may be divided into two sessions. It is important that each step is completed in a timely fashion to ensure smooth onboarding. The process could take up to 90 days depending on the timing of each step.

Q. How do I include images of my dealership in emails and direct mail?

A. Images of your dealership can be included. For direct mail, a high resolution image (300 DPI or greater) is required.

Q. Can I have multiple logos loaded for use in email and direct mail communications?

A. Yes, you may have a Ford and Lincoln logo on your email and direct mail communications.

Q. Can I integrate my social media tools?

A. Yes, you can add these by updating your profile on the Dealer Portal.

Q. Can I set the radius for my sales communications to a different setting than the radius for my service communications?

A. The radius for your sales and service communications has been set to ensure the best response rates and it is not possible to make different radius selections by communication type. If you have additional questions about the radius selections, please contact your product specialist at Program Headquarters (PHQ) at 866-777-0389.

Q. Can I reduce the minimum radius for my communications?

A. To discuss reducing the radius for your communications, please contact your product specialist at Program Headquarters (PHQ) at 866-777-0389.

Q. How can ConsumerConnection integrate with my Business Development Center (BDC)?

A. Contact lists are provided in the reporting section of the Dealer Portal for you to download and share with your BDC for integration.

Q. How long does it take to begin sending marketing communications for my dealership?

A. Once you have selected and approved your creative and gone live, communications will automatically be triggered to your customers according to your profile. Each day, the Dealer Portal will be updated to show what communications have been sent to your customers for each campaign.

Q. How can I eliminate dealership employees in my communications?

A. If you would like to exclude dealership employees in communications, please contact your product specialist at Program Headquarters (PHQ) at 866-777-0389.

DATA

Q. How often is data enriched?

A. Data is pulled from your DMS daily and enriched for use in the program.

Q. Do you share my customer data with other dealerships?

A. No. Your data is used for marketing to your customers only.

Q. Will Ford have access to my data?

A. Yes, Ford will have access to your data to enrich the data with additional insights such as identifying movers, integrating owner advantage reward (OAR) data, and identifying disposers.

Q. How will you obtain my DMS data?

A. FordDirect is working closely with Integralink (Digital Motorworks) to extract data from your DMS. Upon enrolling in ConsumerConnection, you will be asked to provide the technical information necessary to access your DMS data. This is necessary to proceed with onboarding.

Q. What happens if a customer record is in two dealerships' DMS systems? (e.g. bought from Dealer A and services at Dealer B?)

A. The customer will receive targeted communications from each dealership based on applicable business rules for each communication.

Q. Do all DMS systems integrate with ConsumerConnection?

A. ConsumerConnection can support a majority of DMS systems shown below. If a DMS is not listed, and a Dealer wishes to enroll in ConsumerConnection, please contact your FordDirect Digital Performance Manager at 866-550-7812, option 1, to request a new DMS be added.

ADP Drive		ADP w.e.b.Suite 2000
ADP w.e.b.Suite 1000 (Alliance)		Arkona/DealerTrack
AutoSoft		Adam Systems
Automate		Dubuque Data Systems
Dominion Data Systems		DPC
Lightyear (DealerBuilt)		PBS
Procede		Reynolds ERA
Reynolds POWER		UCS
Manual Dealer Upload using a DMI provided excel file specification		

Q. For auto-groups with multiple dealerships, can the data be combined to send communications to the entire auto-group? If not, will the auto-group have to re-create communications in ConsumerConnection for each Ford dealership?

A. At this time, the functionality is based on "rooftops." We are evaluating how we can accommodate a request to combine the reports for sister stores into one consolidated view post-launch. We support a simplified enrollment process for sister stores who wish to mirror communications at multiple locations so the group will not have to re-create communications.

CUSTOMER PERMISSIONS

Q. What customer permissions are included from my DMS and how are they used in ConsumerConnection?

A. ConsumerConnection acquires three permissions for each customer from your DMS: (1) allow mail, (2) allow email, and (3) allow phone. We store these permissions specific to each Dealer so we can apply the customer preference in the dealership's communications.

Q. What customer permissions are included from Ford Motor Company data?

A. Do-not-call (DNC)-scrubbed phone numbers and safe list email addresses are provided and utilized for ConsumerConnection.

Q. How are Dealer privacy permissions used in ConsumerConnection?

A. Dealer customer permissions are used for ConsumerConnection communications (e.g. marketing communications that are sent to customers on behalf of participating Dealers). For email, if the customer permission is blank, that email address is used and the customer has the option to 'Unsubscribe.' For records where no initial email address exists, ConsumerConnection will append a valid, safe and active email address for the customer, if available.

Q. If conflicting permissions exist (e.g. one from the Dealer and one from Ford Motor Company), which one is used in ConsumerConnection?

A. ConsumerConnection (like other Tier III communications) only uses Dealer-provided customer permissions specific to the dealership providing those permissions (there is no cross usage of opt-ins or opt-outs between dealerships). The email addresses/phone numbers are used exclusively on behalf of the dealership providing that data. In addition, ConsumerConnection also maintains a list of customers who unsubscribe from ConsumerConnection communications and/ or whose email is undeliverable (e.g. a hard bounce or a soft bounce) on behalf of each dealership. (Again, there is no cross usage of permissions between dealerships.)

However, there is a 'Global Do Not Contact' privacy flag that is maintained in ConsumerConnection that takes precedence over any other permission. This flag is maintained for customers who may have called or communicated that they don't want to hear from you under any circumstance.

All emails are processed against a database of over 200 million email addresses that includes dormant email addresses and known SPAM traps. Any customers matched to this list are suppressed from ConsumerConnection communications.

In ConsumerConnection, we do not EVER use one dealership-supplied email address to communicate on behalf of another dealership, nor do we use one dealership's customer permissions on behalf of another dealership.

CONQUEST & OTHER CUSTOMER LISTS

Q. How do I purchase a conquest list?

A. Conquest lists for both sales and service communications are available. Please contact your product specialist at Program Headquarters (PHQ) at 866-777-0389 to discuss the type of conquest list you'd like to purchase.

Q. Are conquest lists based on the customer or VIN?

A. Conquest lists are based on a customer with specific attributes you'd like to target. For example, if you'd like to target customers who service their vehicle at a Quick Lane, the list will identify customers who meet the criteria.

Q. How do I include my CRM prospects in campaigns?

A. CRM prospects can be included in campaigns. Please contact your product specialist at Program Headquarters (PHQ) at 866-777-0389 for assistance to include them in the program.

Q. Can I upload a customer list to include in package communications and/ or custom direct mail?

A. Yes, you can upload a customer list. However, third party email lists are not able to be included.

Q. Why can't I email to my conquest lists?

A. Conquest lists are typically purchased as a one-time use, and therefore, cannot be utilized for additional channels outside of direct mail. Additionally, to ensure the list is spam compliant and remove the risk of becoming blacklisted, we cannot utilize conquest lists for email communications.

PRICING / BILLING

Q. How much will ConsumerConnection cost each month?

A. ConsumerConnection delivers more value at reduced costs vs. current marketing programs, and offers a comprehensive suite of communications designed to target customers with relevant information. Additional co-op eligibility has been added as well as incremental subsidized communications. Estimated monthly costs will be available during the in-store onboarding visit once dealership-specific configurations are finalized. Please contact your FordDirect Digital Performance Manager at 866-550-7812, option 1, to discuss specific pricing for ConsumerConnection.

Q. Where can I find pricing for custom direct mail?

A. Custom direct mail costs vary by the quantity and type of template used. Pricing is displayed in the custom direct mail and the program library sections in the Dealer Portal as well as in Exhibit B of your Dealer Participation Agreement (DPA). You may also contact your product specialist at Program Headquarters (PHQ) at 866-777-0389 for more information.

Q. What communications are Ford funding?

A. Essential service communications are funded to encourage Dealer participation and to drive incremental service visits and bottom-line results. First-year service maintenance reminders, declined service communications, first-year out-of-warranty service maintenance reminders, and primary market area direct mail communications will be funded by Ford, provided Dealers send communications to a minimum number of eligible customers.

Q. How does billing work, and who do I contact for billing questions?

A. Each month, ConsumerConnection billing will be shown on your Ford Motor Company Parts and Accessories statement. Additionally, you can find detailed billing information on the FordDirect Dealer Dashboard, by typing in the following web address http://dealercenter.dealerconnection.com/dealerbilling Please call your FordDirect Digital Performance Manager at 866-550-7812, option 1, if you have any questions regarding your bill.

Q. How will I be billed for custom communications?

A. Custom communications will be billed on your monthly parts statement as a separate line item and will display the volume and quantity of direct mail.

Q. Can I set up a cap for service?

A. Dealers can establish caps for private offers (both sales and service), as well as in-market and in-equity campaigns. Private offers are required to participate in the program at a minimum of 50% of the eligible audience. It is recommended that Dealers communicate to 100% of their audience (especially for Top Priority offers).

Q. How can I budget for direct mail pieces when a cap option is not available?

A. Your Program Headquarters (PHQ) Representative can utilize an estimator tool that uses averages for dealerships based on size. It is important to keep in mind that the estimates are only averages and actual amounts can vary greatly depending on the make-up of business in the dealership. For instance, some dealerships may service more vehicles than they sell and vice-versa. Other factors, such as seasonality of the dealership’s business and what quarterly campaigns are deployed each month, among other things can cause month-to-month fluctuations in the dealership’s monthly program cost.

Q. Why does my bill vary from month-to-month?

A. Dealership mailing charges are determined by the size of their database, the mileage radius chosen, the communications selected and the package in which they are enrolled.

Q. Is there a cost estimator available for my communications?

> **A.** Cost estimation is a sophisticated process with many components that must be considered above and beyond customer record counts, the utilization of co-op and projected future earnings based on the previous year's sales volume. Given those items, it is challenging to predict what the monthly spend will be. If you have specific questions regarding the cost of your monthly communications, please contact your product specialist at Product Headquarters (PHQ) at 866-777-0389.

Q. Is there any way to cap the price of the program so that I have a static figure month-to-month?

> **A.** Unfortunately, we can't establish a capped price by month since mail and call quantities vary based on the customers service needs. Some months may be higher than others.

Q. In the case of a dual store, is the $799 or $399 package fee split 50/50 and is that the same for their co-op?

> **A.** The package fee always goes on the Ford dealership's parts and accessories statement for a dual dealership and the co-op is split 50/50 for Ford and Lincoln franchises.

Q. Are the Quick Lane fees on the Quick Lane parts statement?

> **A.** Yes, Quick Lane fees are displayed on the Quick Lane parts statement.

CO-OP

Q. How will the Ford Dealer advertising co-op program process work?

> **A.** Each month, any communications eligible for earned co-op funds (e.g. sales-related direct mail and 100% of monthly package fees) will automatically be claimed and processed through Ansira. Details of co-op eligibility will be shown on your monthly parts statement.

Q. How will the Lincoln Advertising Covenant Program process work?

> **A.** Each month that you are audited regarding use of your allotted Lincoln Advertising Covenant Program funds, Ansira will automatically handle the documentation and spend credit process for any eligible communications (e.g. sales and service-related direct mail and 100% of monthly package fees). Details of co-op eligibility will be shown on your monthly parts statement.

Q. How will the Quick Lane advertising co-op program process work?

> **A.** Each month, communications eligible for earned co-op funds (e.g. Quick Lane branded direct mail and live calls are eligible for 50% advertising co-op fund reimbursement) and will automatically be credited by Quick Lane Program Headquarters to participating dealership's parts account using Quick Lane retailer's earned co-op funds, if available.

Q. Is custom creative direct mail eligible for the Ford Dealer advertising co-op and Lincoln Advertising Covenant Programs?

A. Yes. Custom created direct mail is eligible for these programs as long as it is sales related and brand compliant. Custom creative direct mail is automatically sent to Ansira for approval.

Q. Is custom creative direct mail eligible for the Quick Lane advertising co-op program?

A. Yes. Custom created Quick Lane direct mail is eligible for this program as long as it is brand compliant and earned funds are available. Custom creative direct mail credits are automatically handled by the Quick Lane Program Headquarters.

Q. How can I view which diesel communications are co-op eligible?

A. Dealers can run a monthly report that will indicate which communications are co-op eligible. The report can then be printed and used to submit for co-op reimbursement.

Q. What is the process to get reimbursed for co-op?

A. Co-op will be processed automatically for Ford and Lincoln dealerships and dealerships with available funds will receive credit on their Ford Motor Company parts and accessories statement. For Quick Lane, Quick Lane Program Headquarters will apply co-op credits to participating dealership's parts account using Quick Lane retailer's earned Co-op funds, if available.

Q. Can you stack co-op?

A. For dual Ford and Lincoln Dealers, 50% of the monthly package fee will be applied to Ford co-op and 50% of monthly package fee will be applied to Lincoln Advertising Covenant Program.

Q. What can co-op be applied to and is it automatic?

A. Co-op is automatically applied via the ConsumerConnection program (with the exception of diesel communications). Sales communications are available for co-op as well as Quick Lane service pieces. Refer to the co-op eligibility document located in your ConsumerConnection folder for additional information.

Q. What is the price per piece if co-op is available?

A. Co-op funding may vary by communication. Most eligible pieces (if all sales) are funded at 100% while others may be funded at less if there is a service component. Please refer to the co-op document located in your ConsumerConnection folder for additional details.

Q. I have a co-op question; who can I talk to?

A. For specific co-op details pertaining to **Quick Lane** ConsumerConnection posted fees, please contact the Quick Lane Dealer Processing Center at 888-578-4556. For overall co-op funds earned through Quick Lane, http://www.fmcdealer.dealerconnection.com/sites/QL/reporting/Pages/default.aspx

For **Ford** co-op details, please use the following information: 866-969-2667, https://fordcoop.dealerconnection.com, or fordcoop@ansira.com

For **Lincoln Ad Covenant** details, please use the following information: 877-719-5227, https://lincolnadcovenant.dealerconnection.com/secure/faqs.cfm or lacp@ansira.com

PORTAL DASHBOARD/ REPORTS

Q. How do I access the ConsumerConnection dashboard?

A. You can access the ConsumerConnection dashboard by logging in to the dashboard on FordDirect.com or through FMC Dealer.

Q. How do I receive reports with the results of the program?

A. Reports are available on the Dealer Portal and updated daily with the most recent metrics. Each morning the portal starts a daily refresh at approximately 8:00 a.m. As the data is updated, the most current totals are reflected on the portal. Depending on when you log in, the data may not have been updated based on when the daily refresh occurred, which is why could see different results in the morning and afternoon. You may elect to set up automated distribution to key personnel in your dealership. This functionality can be set-up in the portal. If you need assistance, please contact your product specialist at Program Headquarters (PHQ) at 866-777-0389.

Q. Who do I call if I need help understanding all the data on the dashboard?

A. Please contact your product specialist at Program Headquarters (PHQ) 866-777-0389.

Q. Where can I learn more about the reports in the Dealer Portal?

A. Refer to the report manual found in the '**Resources**' section of the Dealer Portal. The manual includes a comprehensive overview of each report, how you can filter each report, as well as how to download and interpret the data. For more help, please contact your product specialist at Program Headquarters (PHQ) at 866-777-0389. How-to videos for the Dealer Portal are available on FordDirect.com under the training section.

Q. Why do the private offer lists not have phone numbers?

A. Private offer lists (on Dealer Portal home page) do display phone numbers when we are passed a valid number in our data files. Not all records will include a customer phone number.

Q. How can I tell which customers lists have mailed and which have not on the Dealer Portal?

A. ConsumerConnection auto-fulfills private offer mailings. The campaigns that are supported are identified on the marketing calendar posted in the '**Resources**' section of the Dealer Portal.

Q. Can I break down reporting for all Ford vehicles vs. Lincoln vehicles?

A. Dealers can break down reporting using the make filter for Ford and Lincoln. When pulling a desired report, select "report filters" and you will be able to filter by Ford or Lincoln makes.

Q. Can I break down reporting to view my diesel response rates?

A. Yes, Dealers can filter the reports based on the diesel communications deployed. When pulling a desired report, select "report filters" and you will be able to filter by diesel to view your diesel specific response rates.

Q. Why does the Dealer Portal reflect different results in the morning and afternoon?

A. Each morning the portal starts a daily refresh at approximately 8:00 a.m. EST. As the data is updated, the most current totals are reflected on the portal. Depending on when you log into the portal, the data may not have been updated based on when the daily refresh occurred.

Q. How can I view my program results through ConsumerConnection?

A. You can review your metrics in the '**Reports**' section of the Dealer Portal. Filtering is available and allows for customization by date and communication.

DATA PRIVACY

Q. NADA recently released guidelines to Dealers. How does the ConsumerConnection DPA cover these guidelines?

A. We believe our ConsumerConnection DPA covers everything material and required that is described in the NADA guidelines. For example, the current DPA for ConsumerConnection includes an obligation for FordDirect to treat personally identifiable Dealer data in accordance with all applicable laws. This includes GLBA (the Gramm Leach Bliley Act) and any other privacy laws that may come into effect in the future.

Q. Can FordDirect sign the NADA Service Provider Data Access Addendum?

A. ConsumerConnection was developed in collaboration with Ford, Ford Credit, and third party service providers. All of these parties are under existing contracts with FordDirect which include appropriate provisions regarding utilization and protection of Dealer data, but which do not specifically include some of the requirements spelled out in the Addendum. Agreeing to the Addendum would require modification of all of the underlying contracts related to ConsumerConnection, which is not feasible at this time. In addition, because the substance of the Addendum is substantially covered in the ConsumerConnection DPA, having a second document with similar terms would result in confusion.

Q. What if I have concerns on sharing my data with third parties?

A. FordDirect uses a subcontractor, DMI to handle DMS extractions. FordDirect's subcontractors are legally obligated to protect the confidentiality of the DMS data, and are only permitted to access the data to perform the services for FordDirect (and our customers).

PRODUCT FEEDBACK & RESULTS

Q. How do we know ConsumerConnection is providing results?

A. Dealers can track their daily results and metrics via the ConsumerConnection Dealer Portal for sales and service campaigns. Many Dealers have shared very positive results since using ConsumerConnection. We are seeing many Dealers using the email creator tool and they have confirmed they are seeing incremental service traffic from these Dealer-specific emails. The Dealer Portal provides insights into sales and service results and allows the Dealers to drill deeper into specific results. Please contact your Program Headquarters (PHQ) Representative to help answer questions about your reports at 866-777-0389.

Q. What is current feedback from Dealers who are using the tool?

A. Dealers using the tool have provided a lot of positive feedback. Dealers are excited about the features and functionality of the tool and appreciated the in-depth and thorough in-store visit. We are capturing ongoing feedback from Dealers regarding the onboarding process and product to continuously improve. We have received many positive stories from Dealers who are using the tool and beginning to see positive results.